

# ASSIGNMENT 4

## Low-fi Prototyping & Pilot Usability Testing

Team 6: Isabelle Lin, Yung-Wen Huang, Jeffery Hsieh, and Archie Yang.

### Introduction

#### Mission Statement

Provide efficient access to adoption information, connect the community with related activities, and increase awareness for the issue with stray animals.

#### Value Proposition

Adopt Effortlessly.

#### Problem / Solution Overview

There are many who want to adopt pets, yet they are often restricted by the physical distance and time necessary to visit shelters, the unfamiliarity with the adoption process, and the frustration with not knowing which to adopt. On the other hand, animal rescue groups and pet shelters don't have a platform to upload comprehensive information of the stray animals immediately. We want a product that provides efficient upload, ways of communication between the adopters and the shelters, and pet and stray animals related information-seeking and sharing, such as volunteering and workshops. This should accelerate the adoption process, lessen mistreatment of the animals after adoption, and change people's perspective towards stray animals and pets from things to living creatures.

# Sketches



Figure 1: Messenger + Checklist



Figure 2: Virtual Reality

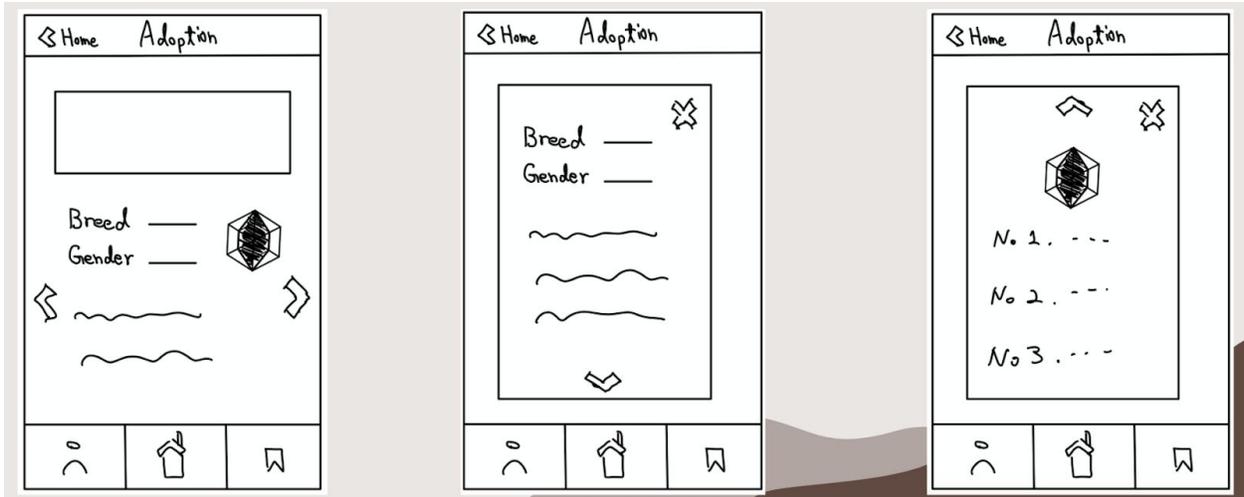


Figure 3: StraPet (Mobile Platform)

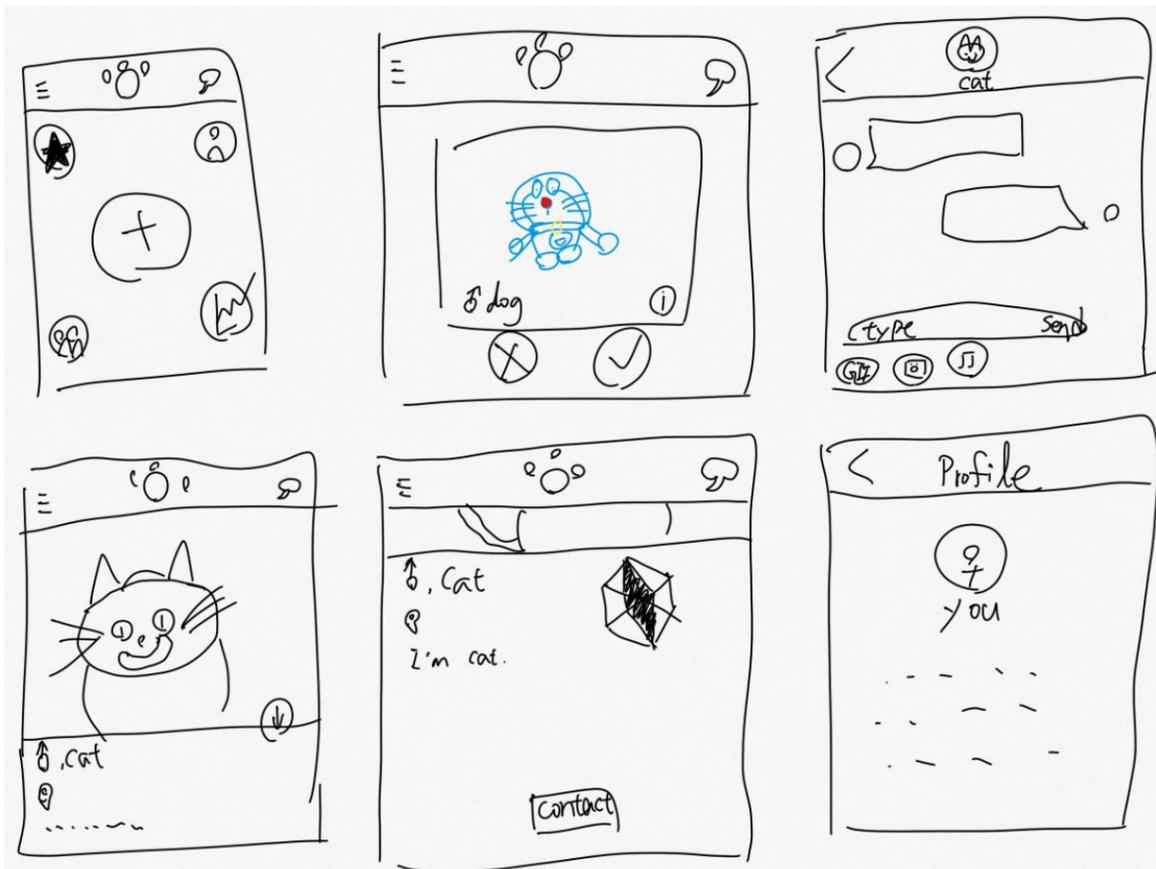


Figure 4: Tinder for choosing pet

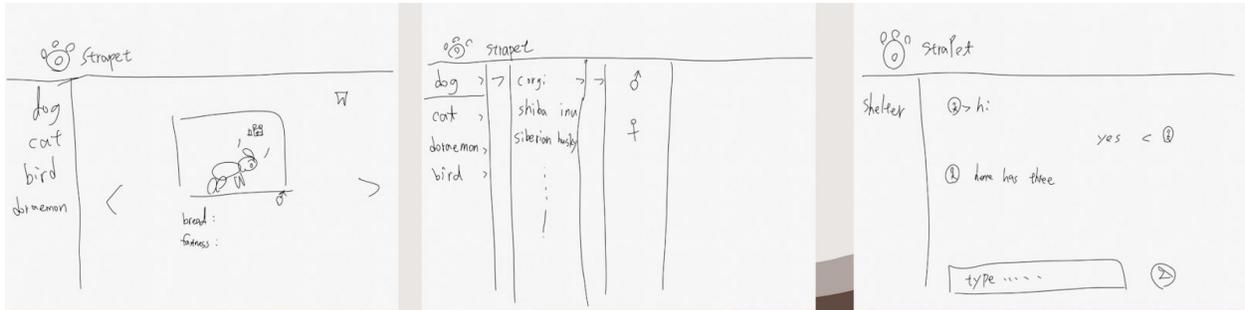


Figure 5: Dashboard

Top two designs storyboards in more details

The top two designs were the StraPet APP and TinderPet for choosing pet ideas.

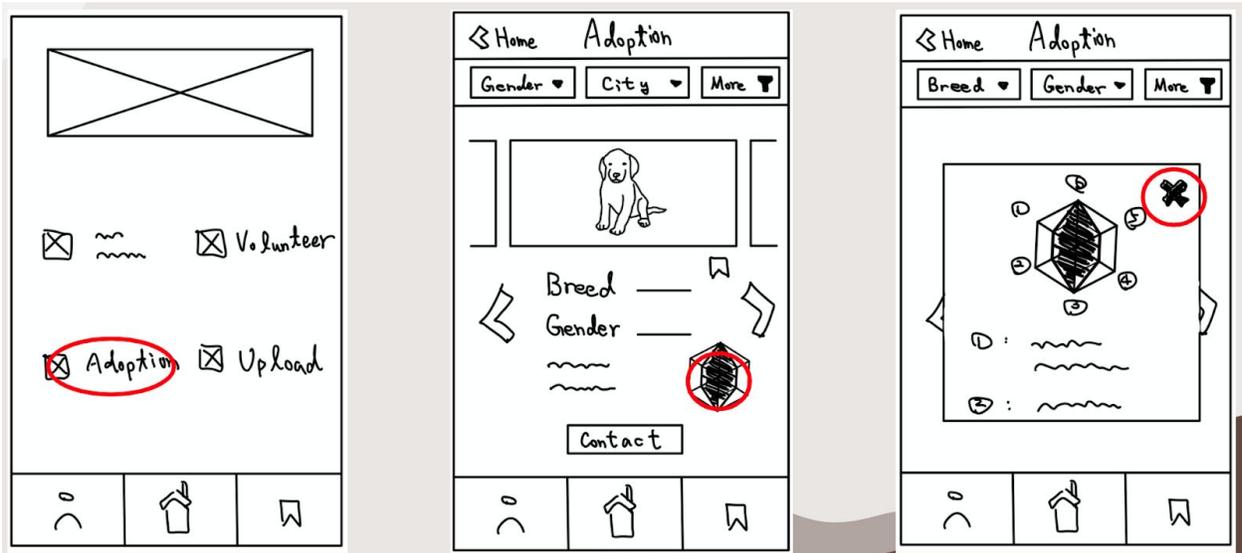


Figure 6: StraPet (storyboard)

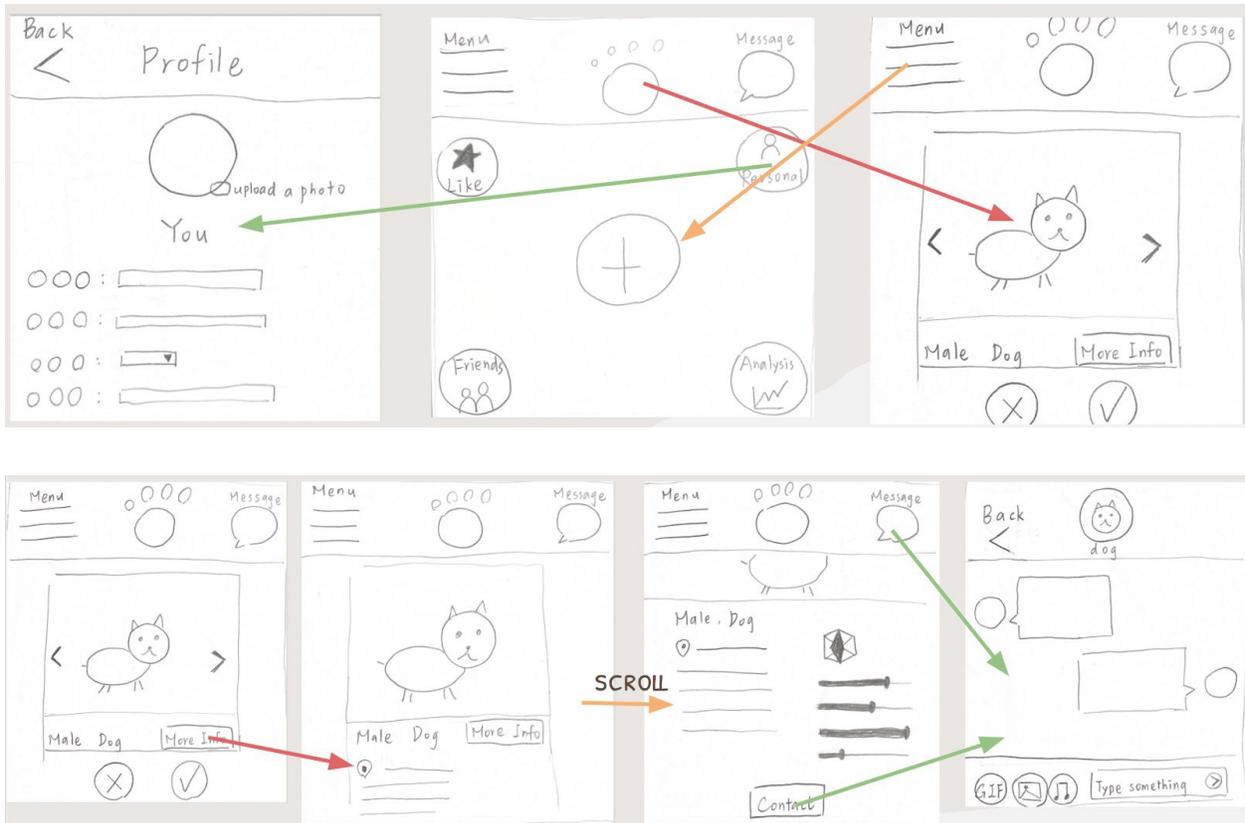


Figure 7: Tinder (storyboard)

### StraPet App

Pros	Cons
<ul style="list-style-type: none"> <li>• Understand the features of the animals more effectively through graphic representation from the radar chart</li> <li>• The filter function allows users to narrow down on what they're considering efficiently</li> </ul>	<ul style="list-style-type: none"> <li>• Whether the radar chart is what the users need is debatable</li> <li>• Choice Overload Effect</li> <li>• Too many choices may frustrate the users when choosing</li> </ul>

### Tinder for Pets

Pros	Cons
<ul style="list-style-type: none"><li data-bbox="259 315 771 388">● Adopters can see the information faster</li><li data-bbox="259 399 722 472">● Adopters can choose animals easily</li></ul>	<ul style="list-style-type: none"><li data-bbox="876 315 1388 388">● Adopters may judge a book by its cover for animals</li><li data-bbox="876 399 1347 472">● Adopters may treat animal like items</li></ul>

We ultimately selected StraPet App over Tinder for Pets. Our mission is to change people’s perspective towards pets and stray animals from items to living creatures. Displaying the animals primarily with pictures, though may easily attract attention from users, may make the animals seem as some kind of merchandise waiting to be brought home. In addition, we want to find suitable homes for the stray animals. If the adopters weigh cuteness as their only consideration, it is very likely that the animals would be returned back to the shelters.

We consider the filtering function to be helpful. When a person is given too much information that does not interest them, they’ll be tired from looking at it. Yet with too many interesting choices, they end up not knowing which is the most suitable for them, leaving the platform without contacting the shelters. The filtering function helps the users narrow down to the most relevant ones efficiently.

# Selected Interface Design - StraPet App

## Task 1:

Rescue groups can upload info of animals in huge quantity while upholding the quality of descriptions

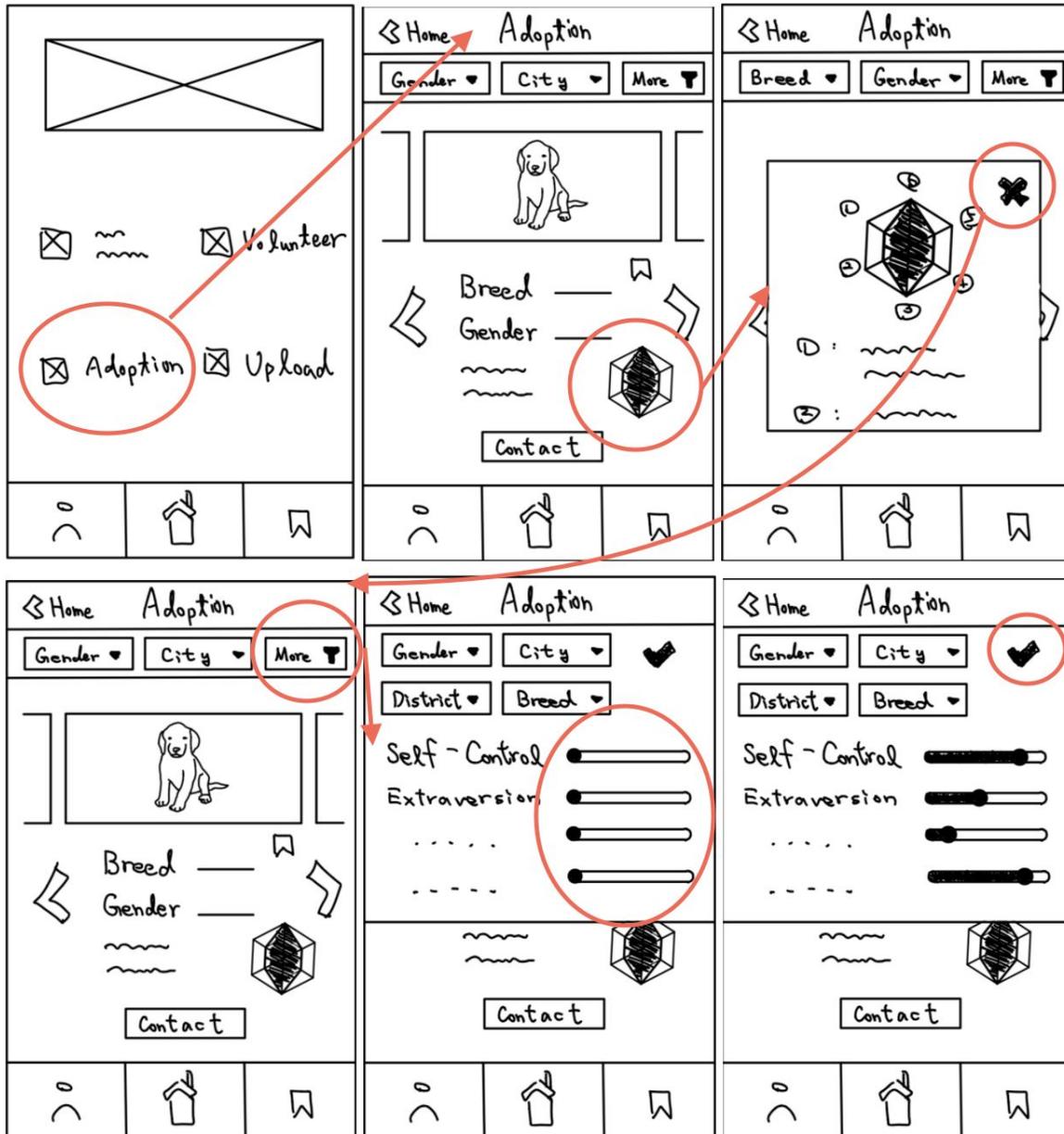


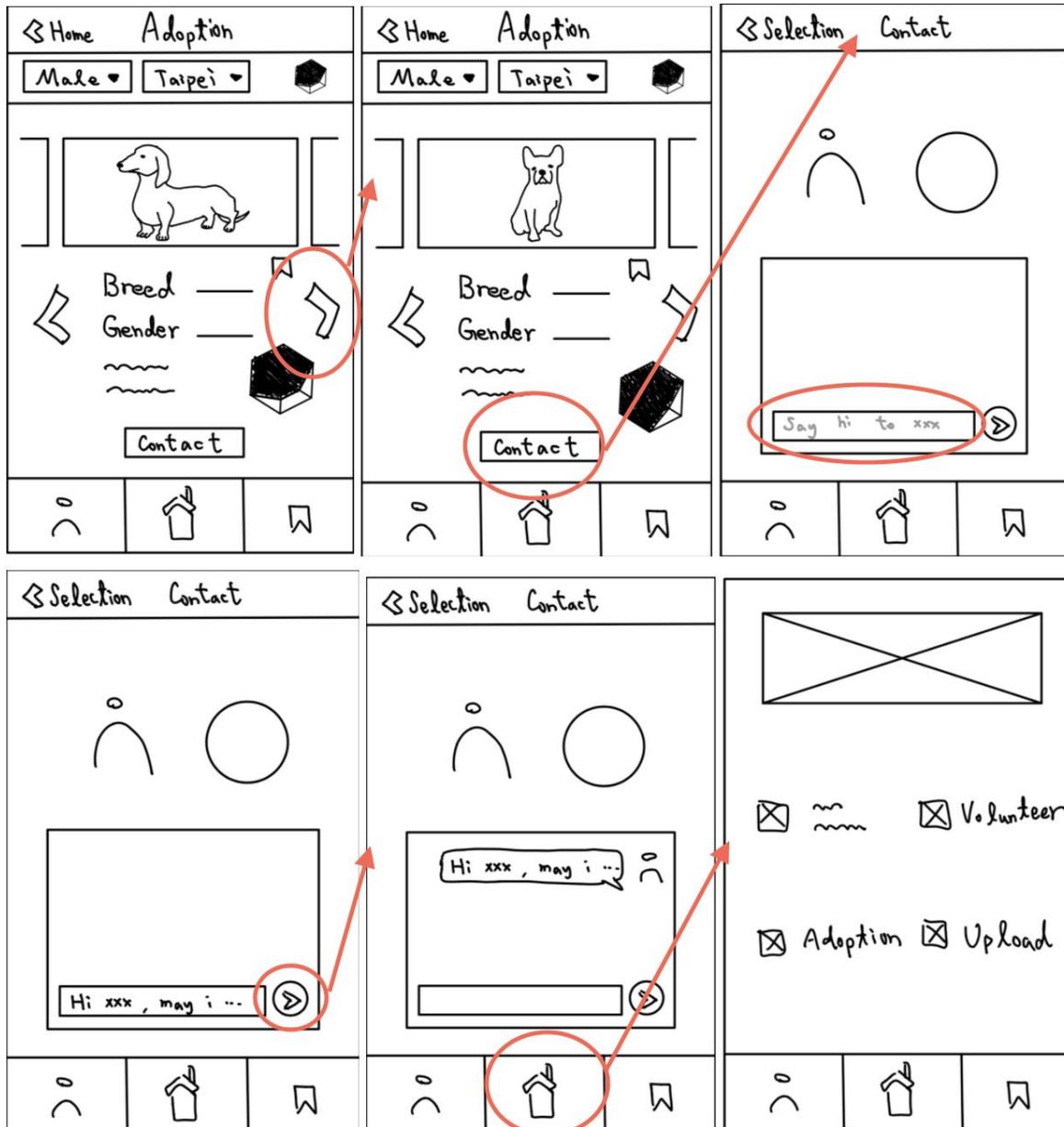
Interface Elements	Function
<ul style="list-style-type: none"> <li>• Homepage "upload" button</li> <li>• Camera button</li> <li>• Radar button</li> <li>• Some quantified index</li> </ul>	<ul style="list-style-type: none"> <li>• Pages for people who want to upload the information of animals.</li> <li>• For people to take a picture of animals.</li> <li>• For people to get to the page of filling the features.</li> <li>• For people to specify the features of the animal.</li> </ul>

## Task 2:

Facilitate adopter's understanding of the animals with the basic indicators.

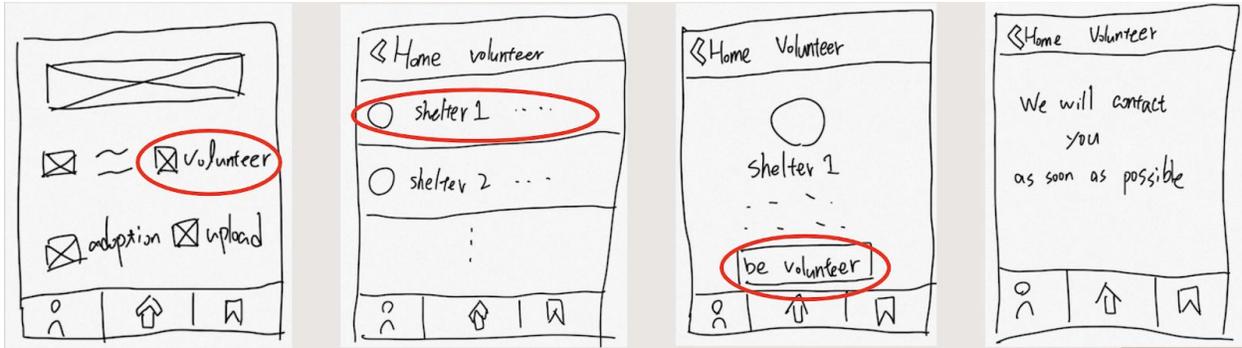
Foster efficient communication between staff in animal's shelter and adopters.





### Task 3:

Encourage people to pay more attention to the adoption ecosystem



Interface Elements	Functions
<ul style="list-style-type: none"> <li>● Homepage “volunteer” button</li> <li>● Animal rescue group list</li> <li>● “Be volunteer” button</li> <li>● Completion page</li> </ul>	<ul style="list-style-type: none"> <li>● Provide a way for user to choose which or where the animal rescue shelters / groups to become volunteer</li> <li>● The completion page make users understand that they success to take part in volunteer</li> </ul>

# Prototype description

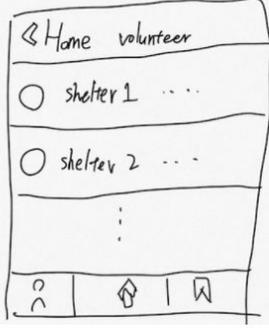
For people who want to upload the information of animals:

<p>The home page to access all the functions</p>	<p>Users can insert in the animal's data</p>	<p>People can take a picture of the animals</p>	<p>For people to specify the features of the animal.</p>

For people who want to adopt animals:

<p>View the radar chart that describe the features of the animals</p>	<p>Describes all the info of an animal. Can be added to bookmarks.</p>	<p>Filter the specific features to find narrowed down results</p>	<p>Contact the animal shelter</p>

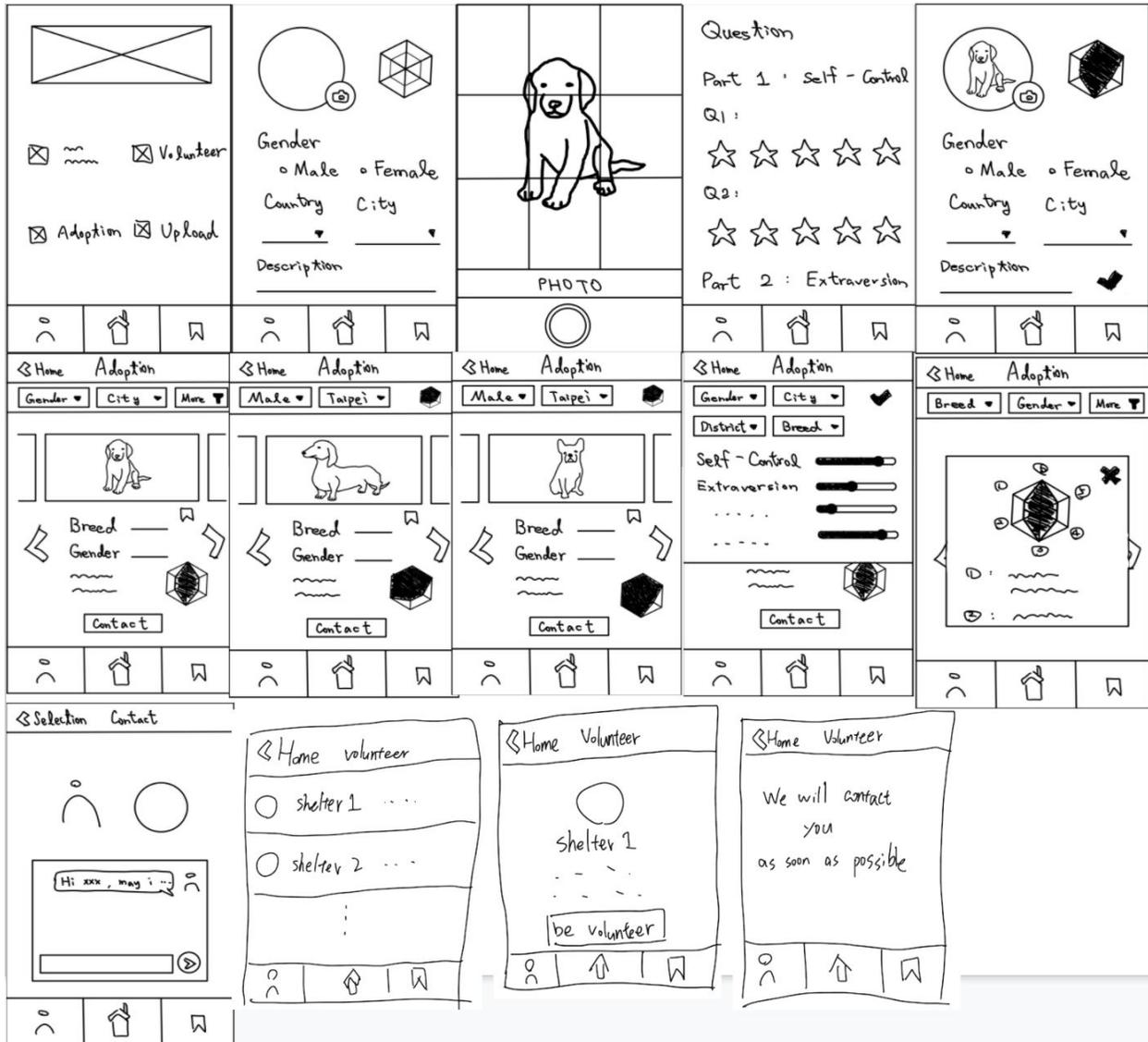
For people who want to volunteer:

			
<p>Shows the shelters available to volunteer at</p>	<p>Shelter's page, its description and the option to become a volunteer</p>	<p>Completion page that tells the users that they have contacted the shelters and will soon become a volunteer</p>	

Interface Elements	Functions
<ul style="list-style-type: none"> <li>● Homepage "adoption" button</li> <li>● Radar button</li> <li>● Filter methods</li> <li>● "Bookmark" button</li> <li>● "Contact" button</li> </ul>	<ul style="list-style-type: none"> <li>● Pages for people who want to adopt animals.</li> <li>● Tell people about the features that can be filtered.</li> <li>● Can filter by the specific method or customize method.</li> <li>● Can add the animals' pages to the bookmark.</li> <li>● Can contact the animal shelter.</li> </ul>

Key interactions on the application is touch input to move through visual screens. Also, the users have the option to take pictures. The users should operate it mainly by clicking buttons on the page, dragging the slider, and inputting in texts to contact.

# Screens



# Method

## Participates & Environment

We target people who care about stray animals and people who have some knowledge of UI designing.

## Tasks

1. As animal rescue groups to upload the information of stray animals.
2. As an adopter to see and try filtering the information of animals.
3. Adopt an animal and communicate with the animal rescue group.
4. Be a volunteer at an animal shelter to help raise awareness about stray animal issues.

## Procedure

We start by telling the users the background of our project, and the role they are taking part in. They finish specific tasks correspondingly. We examine the testing process and ask some questions after testing.

## Test Measures

- Success
  - Facilitate both information upload and download.
- Errors
  - Some buttons may be confused.

## Team Member Roles

- Computer: Isabelle Lin
- Recorder: Archie Yang
- Greeter + Facilitator: Yung-Wen Huang, Jeffery Hsieh

# Results

## Feedbacks

1. Changing the “upload” button to “helper” may be more user friendly.
2. “Gender” may be misunderstood. Can change it to a nickname we call for the animals. And remember to add an unknown for gender.
3. For country and city, we can combine it with an app that can get the location.
4. Can add video to show the interactions with the animals.
5. People may choose the extremes when filtering.
6. Like the idea of filtering features.
7. Clearer bookmark usage.
8. The home button in the left corner confused me when signed up as a volunteer.

## Summarize & What we learn

Users think that the interfaces are easy to understand, and it can help facilitate the upload and viewing of stray animals. Moreover, the idea of volunteering can help people gain more insights on stray animal issues. However, one user mentions that the radar chart may not be that useful. Since people will always choose the largest or the smallest one. Maybe changing the way to gather the features, such as adding tags instead.

## **Discussion**

Our observations and results show that while our application performed well in some respects, there were a few small problems that prevented the user from completing the tasks as quickly as possible.

The main problem in our application is that some icons are simplistic but vague and some information is inadequate. For example, the “upload” button to “helper” may be more user friendly, and “gender” may be misunderstood. We can add a nickname we call for the animals and add an “unknown” option for gender.

In another aspect, we should consider more user experience in the filter function. Users may only select extreme values as filter threshold, such as size in biggest order or best health, which make our multiple choice filter useless.

As a result, our tests revealed some major functionality pros and cons about the current iteration of our application prototype. However, some backwards we didn't complete well. Our goal is to motivate people and make them interact with animal shelters well. Therefore, we hope our application will ease the process of adoption, encourage people to become volunteers, and contacts between animal rescue groups, shelter and adopters.

## Appendices

### Feedback

---

- Upload可以改成helper等等（用角色來當首頁的按鈕）
- Gender可能誤會成人的性別（可以幫動物取暱稱）、加unknown
- Country / City: 手機要gps資訊
- 雷達圖不太能看出，可以加入影片
- 拍照選擇
- 雷達圖大家可能都會傾向拉最小或最大的時間
- 要附上找到的時間
- 要有品種，但helper不一定可以辨識，需要有志工可以了解貓狗的資訊，或是可以從影片看出是否有其他疾病
- 或是可以用tag的方式來了解features

(Word Count: 981)